EXHIBIT 35

One Pager: Incognito Everywhere, say what?

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Introduction: This is a proposed communication mechanism to ensure Incognito Mode's protections across different Google product implementations are correctly understood by users.

Motivation: This has been a persistent problem in Incognito Mode in Chrome. Research indicates that most users do not correctly understand the current messaging. With the introduction of Incognito Mode on other Google products, the protection afforded will now vary across products. As a result, we need a single, simple, and clear mechanism that works equally well across different products. There is a prologue to this document that does into more detail around the thinking that led to this current position.
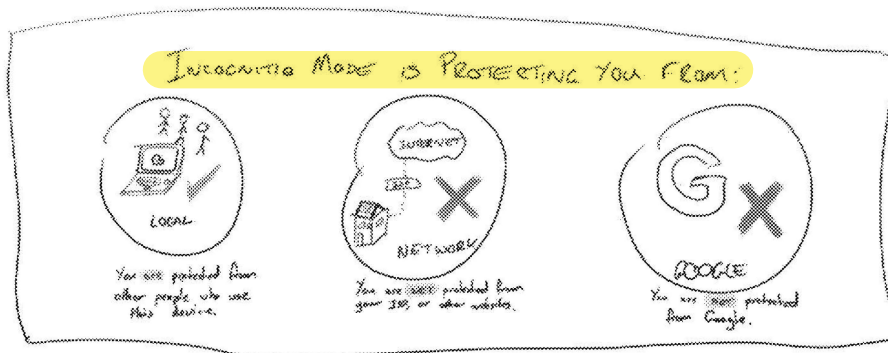
Challenge: With Incognito Mode, we both need to find a way to address the need for a consistent brand and user experience, whilst also allowing for a communication protocol that allows the user to easily understand what level of protection they are currently being afforded.

Proposal: We will explain simply to user who they are protected from. This avoids the need for lists of more technical details. Simple, two-state iconography will be used consistently across different products that allow the user to quickly ascertain the level of protection they currently have.

Jobs to be done statements:

WHEN	I open Incognito Mode in any product
I WANT TO	quickly determine who/what I am protected from
SO I CAN	avoid doing anything that compromises my anonymity
WHEN	I transition between Google products as part of an Incognito flow
I WANT TO	understand the change in protection during the transition
SO I CAN	avoid doing anything that compromises my anonymity
WHEN	I am using Incognito Mode in any product
I WANT TO	always see a consistent visual confirmation
SO I CAN	avoid doing anything that compromises my anonymity

Design: I propose a design that uses iconography and colour schemes to represent the 'who' in the question, 'Who am I currently protected from?'. The icons will be two-state (active and inactive). One or more icons may be active. The user can quickly see which 'actors' on the web they have protection from. The branding will be consistent across all Google products that implement an Incognito Mode, and only the states/colours of the icons will vary.

Comments (margin):

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PRODEND: GOOG-BRWN-00048773
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AllCustodians: Alexei Svitkine;Eric Miraglia;Greg Fair;Helen Harris;Sabine Borsa-
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TO:
FROM:
CC:
BCC:
CONFIDENTIALITY: Confidential
CROSS_ALLCUSTODIANS: Alexei Svitkine;Eric Miraglia;Greg Fair;Helen Harris;Sabine-
        Borsay
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CROSS_TO:
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NATIVEFILE:
Owner: rorymcclelland@google.com
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SUBJECT: